

1007600671

- (1) Year Covered: ~~1993~~ 1994 1007600671
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,GENERIC
- (4) Product Length: 84
- (5) Filter: Non-Filter: X (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~23.0~~ 24 Nicotine: ~~1.60~~ 1.6 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,140,000
- (11) Variety Dollar Sales: \$31,991
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 141 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 3,217 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 73 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$3,431 |
| (28) | Sporting Events: | 0 |

(41) No

1007600672

- (1) Year Covered: ~~1993~~ 1994 1007600672
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,FULL-FLA ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,700,000
- (11) Variety Dollar Sales: \$74,829
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 335 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 7,620 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 174 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$8,129 |
| (28) | Sporting Events: | 0 |

(41) No

1007600673

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King, F, SP, MEN, GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,176,000
- (11) Variety Dollar Sales: \$32,945
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual) : 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale) : 146
- (20) CAT-H-Expenses (Promotional Allowances) : 3,319
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 76
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$3,541
- (28) Sporting Events: 0

(41) No

1007600674

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F,SP ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: (check one)
- (6) Hard Pack: Soft Pack: X (check one)
- (7) Menthol: Non-Menthol: X Other: (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 3,984,000
- (11) Variety Dollar Sales: \$112,416
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : \$0
- (14) CAT-B-Expenses (Magazines) : 0
- (15) CAT-C-Expenses (Outdoor) : 0
- (16) CAT-D-Expenses (Audio Visual): 0
- (17) CAT-E-Expenses (Public Transport.) : 0
- (18) CAT-F-Expenses (Direct Mail) : 0
- (19) CAT-G-Expenses (Point of Sale): 494
- (20) CAT-H-Expenses (Promotional Allowances) : 11,244
- (21) CAT-I-Expenses (samples) : 0
- (22) CAT-J-Expenses (Items) : 0
- (23) CAT-K-Expenses (Public Entertainment) : 0
- (24) CAT-L-Expenses (Endorsement) : 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : 257
- (26) CAT-N-Expenses (All Other) : 0
- (27) Total Reportable Expenditures For Variety: \$11,995
- (28) Sporting Events: 0

(41) No

1007600675

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F,SP,MEN,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) *Tar*: ~~16.0~~ 16 Nicotine: ~~1.00~~ 1.0 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 1,632,000
- (11) Variety Dollar Sales: \$46,131
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 202
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 4,606
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 105
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$4,913
- (28) Sporting Events: _____ 0

(41) No

1007600676

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,280,000
- (11) Variety Dollar Sales: \$62,723
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 283
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 6,435
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 147
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$6,865
- (28) Sporting Events: _____ 0

(41) No

1007600677

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King, F, SP, LT, MEN, GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11.0 // Nicotine: 0.8 CO.: 0.0 N/A
- (10) Variety Units Sales: 1,776,000
- (11) Variety Dollar Sales: \$48,474
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 220
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 5,013
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 114
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$5,347
- (28) Sporting Events: _____ 0

(41) No

1007600678

- (1) Year Covered: -1993 1994 1007600678
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,LTS ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": -11.0 // Nicotine: -0.80 0.8 CO.: -0.0 N/A
- (10) Variety Units Sales: 3,684,000
- (11) Variety Dollar Sales: \$103,829
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|----------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 457 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 10,398 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 237 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$11,092 |
| (28) | Sporting Events: | 0 |

(41) No

1007600679

- (1) Year Covered: ~~1993~~ 1994 1007600679
- (2) Brand Family Name: SHENANDOAH
- (3) Description: 100 ,F ,SP , LTS ,MEN ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: X Non-Menthol: _____ Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~11.0~~ // Nicotine: ~~0.80~~ 0.8 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,268,000
- (11) Variety Dollar Sales: \$63,837
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- | | | |
|------|--|---------|
| (13) | CAT-A-Expenses (Newspaper) : | \$0 |
| (14) | CAT-B-Expenses (Magazines) : | 0 |
| (15) | CAT-C-Expenses (Outdoor) : | 0 |
| (16) | CAT-D-Expenses (Audio Visual): | 0 |
| (17) | CAT-E-Expenses (Public Transport.) : | 0 |
| (18) | CAT-F-Expenses (Direct Mail) : | 0 |
| (19) | CAT-G-Expenses (Point of Sale): | 281 |
| (20) | CAT-H-Expenses (Promotional Allowances) : | 6,401 |
| (21) | CAT-I-Expenses (samples) : | 0 |
| (22) | CAT-J-Expenses (Items) : | 0 |
| (23) | CAT-K-Expenses (Public Entertainment) : | 0 |
| (24) | CAT-L-Expenses (Endorsement) : | 0 |
| (25) | CAT-M-Expenses (Retail Value & Coupon) : | 146 |
| (26) | CAT-N-Expenses (All Other) : | 0 |
| (27) | Total Reportable Expenditures For Variety: | \$6,828 |
| (28) | Sporting Events: | 0 |

(41) No

1007600680

- (1) Year Covered: 1993 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: King ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 84
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 6.0 6 Nicotine: 0.50 0.5 CO.: 0.0 N/A
- (10) Variety Units Sales: 1,116,000
- (11) Variety Dollar Sales: \$30,168
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 138
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 3,150
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 72
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$3,360
- (28) Sporting Events: _____ 0

(41) No

1007600681

- (1) Year Covered: ~~1993~~ 1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100 ,F ,SP ,ULTRA-LT ,GENERIC
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": ~~6.0~~ 6 Nicotine: ~~0.50~~ 0.5 CO.: ~~0.0~~ N/A
- (10) Variety Units Sales: 2,880,000
- (11) Variety Dollar Sales: \$80,799
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspaper) : _____ \$0
- (14) CAT-B-Expenses (Magazines) : _____ 0
- (15) CAT-C-Expenses (Outdoor) : _____ 0
- (16) CAT-D-Expenses (Audio Visual): _____ 0
- (17) CAT-E-Expenses (Public Transport.) : _____ 0
- (18) CAT-F-Expenses (Direct Mail) : _____ 0
- (19) CAT-G-Expenses (Point of Sale): _____ 357
- (20) CAT-H-Expenses (Promotional Allowances) : _____ 8,128
- (21) CAT-I-Expenses (samples) : _____ 0
- (22) CAT-J-Expenses (Items) : _____ 0
- (23) CAT-K-Expenses (Public Entertainment) : _____ 0
- (24) CAT-L-Expenses (Endorsement) : _____ 0
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____ 186
- (26) CAT-N-Expenses (All Other) : _____ 0
- (27) Total Reportable Expenditures For Variety: _____ \$8,671
- (28) Sporting Events: _____ 0

(4) No

Updated For
the 1996
FTC Report

- (1) Year Covered: 1993-1994
- (2) Brand Family Name: SHENANDOAH
- (3) Descriptions: 100, F, SP, LIGHTS
- (4) Product Length: 100
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: _____ Soft Pack: X (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 11 ✓ Nicotine: 0.8 ✓ CO.: N/A ✓
- (10) Variety Units Sales: _____
- (11) Variety Dollar Sales: _____
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers): _____
- (14) CAT-B-Expenses (Magazines): _____
- (15) CAT-C-Expenses (Outdoor): _____
- (16) CAT-D-Expenses (Audio Visual): _____
- (17) CAT-E-Expenses (Public Transport.): _____
- (18) CAT-F-Expenses (Direct Mail): _____
- (19) CAT-G-Expenses (Point of Sale): _____
- (20) CAT-H-Expenses (Promotional Allowances): _____
- (21) CAT-I-Expenses (Sampling): _____
- (22) CAT-J-Expenses (Items): _____
- (23) CAT-K-Expenses (Public Entertainment): _____
- (24) CAT-L-Expenses (Endorsement): _____
- (25) CAT-M-Expenses (Retail Value & Coupon): _____
- (26) CAT-N-Expenses (All Others): _____
- (27) Total Reportable Expenditures For Variety: _____
- (28) Sporting Events: _____